

FIG. 1 INTERNET SPORTS BROADCASTING SYSTEM 100

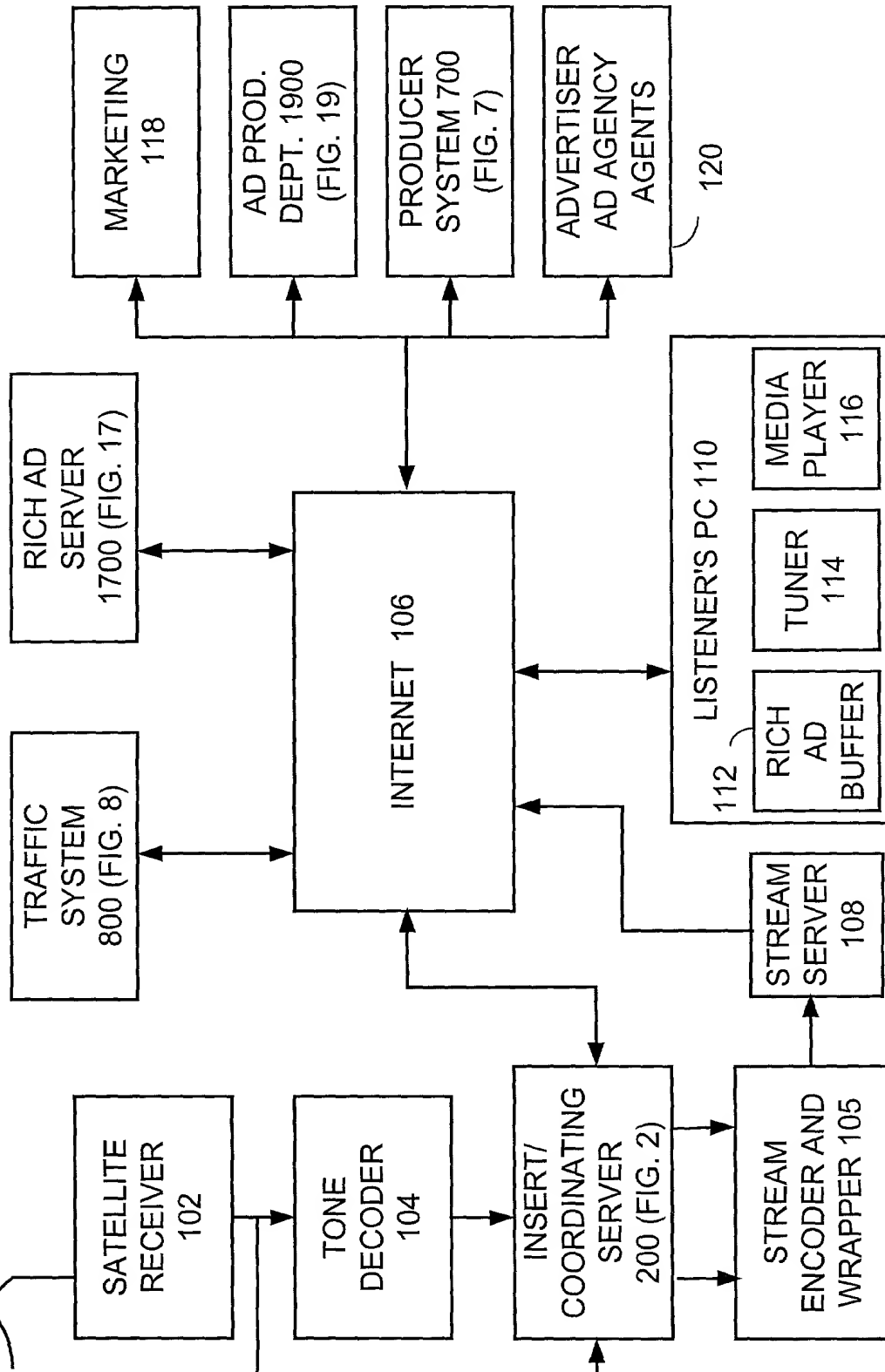
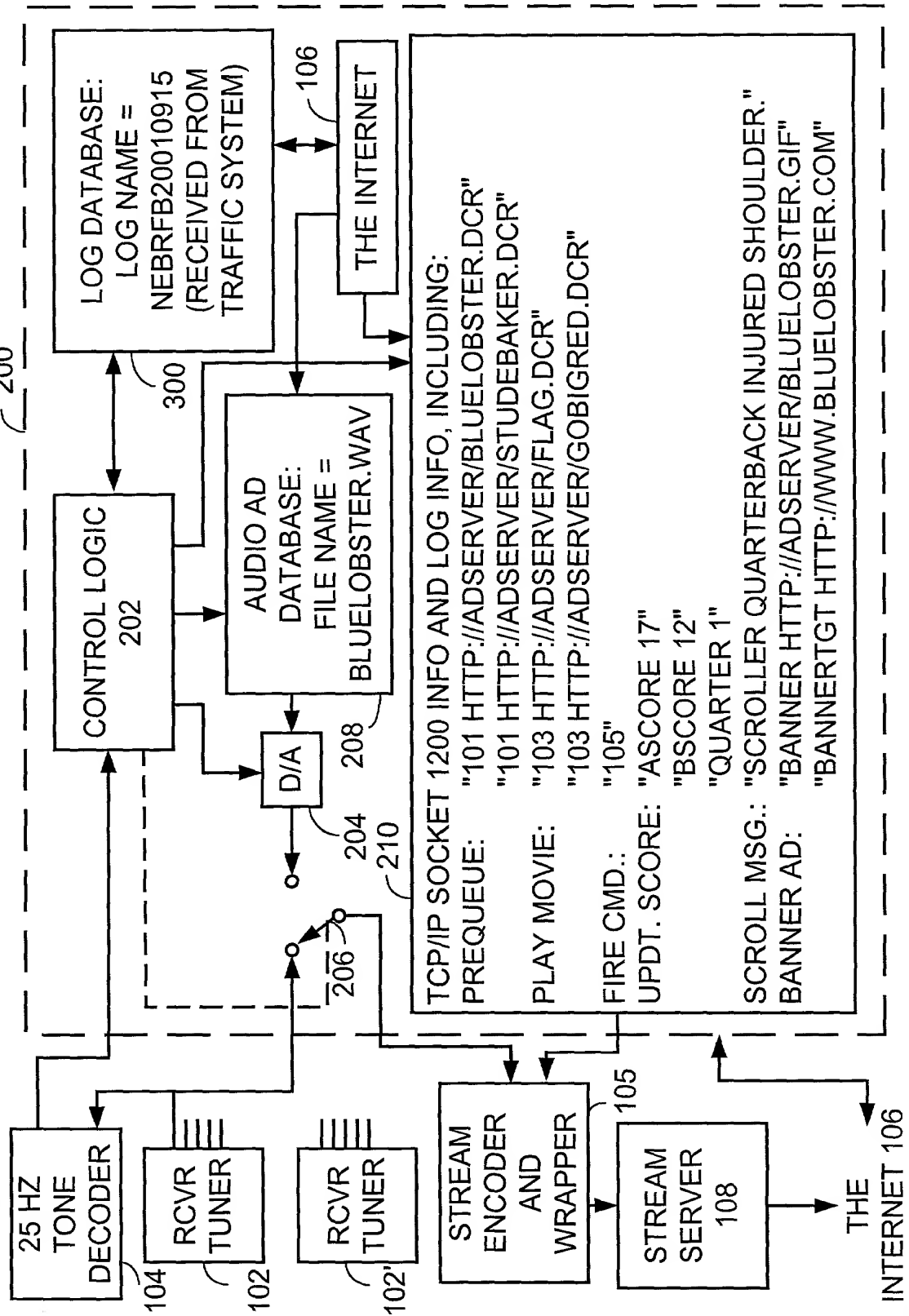


FIG. 2 INSERT/COORDINATING SERVER



**FIG. 3 INSERT/COORDINATING SERVER
DATABASES 300**

SQL SERVER --

LOG FILES (ONE LOG PER BROADCAST PER DAY)

LOG NAME = NEBRFB20010915

TYPICAL LOG ENTRY:

SEQUENCE NUMBER = 87

AUDIO FILE = BLUELOBSTER.WAV

BANNER URL = HTTP://ADSERVER.COM/BLUELOBSTER.GIF

BANNER TGT. = HTTP://WWW.BLUELOBSTER.COM

RICH AD URL = HTTP://ADSERVER.COM/

BLUELOBSTER.DEF

TRAFFIC REF. = [ORDER NUMBER]

UNIX PLAY TIME = [FILLED IN AT BROADCAST TIME]

PLAY ERROR = [FILLED IN AT BROADCAST TIME]

AUDIO ADVERTISEMENT FILES

BLUELOBSTER.WAV

STUDEBAKER.WAV

FIG. 4 INSERT/COORDINATING SERVER ACTIONS

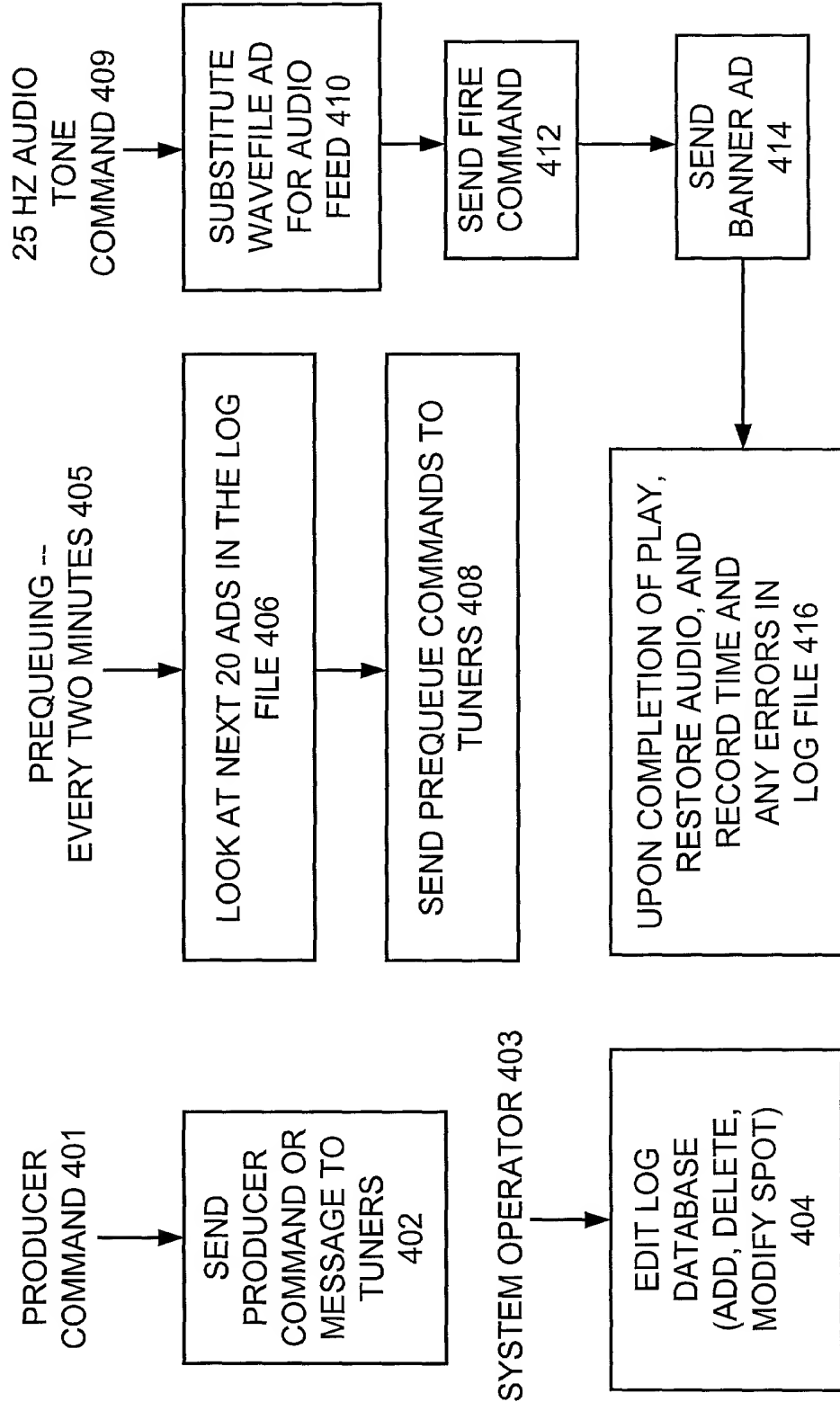


FIG. 5 STREAM ENCODER AND WRAPPER 500

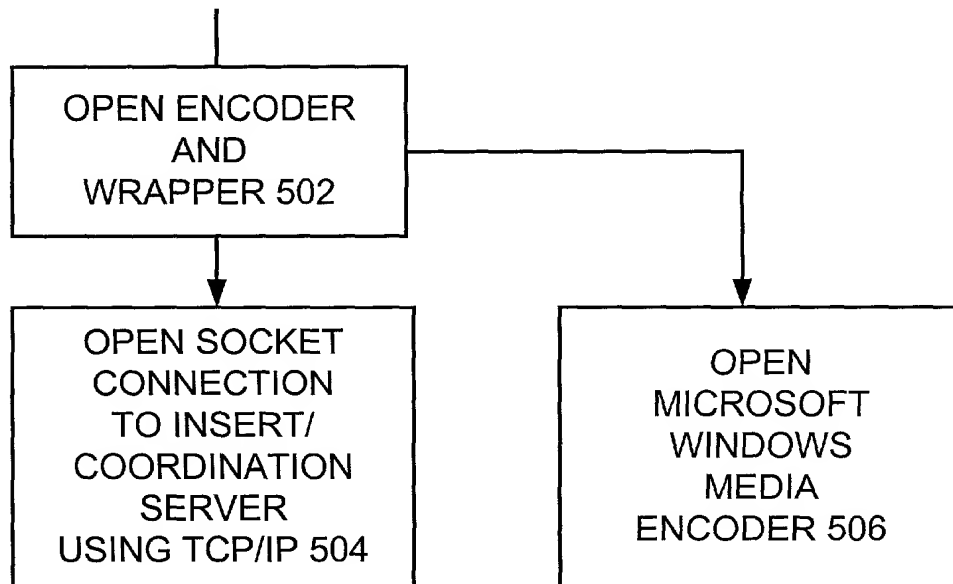


FIG. 6 PROCESSING INCOMING END-OF-LINE EVENT 600

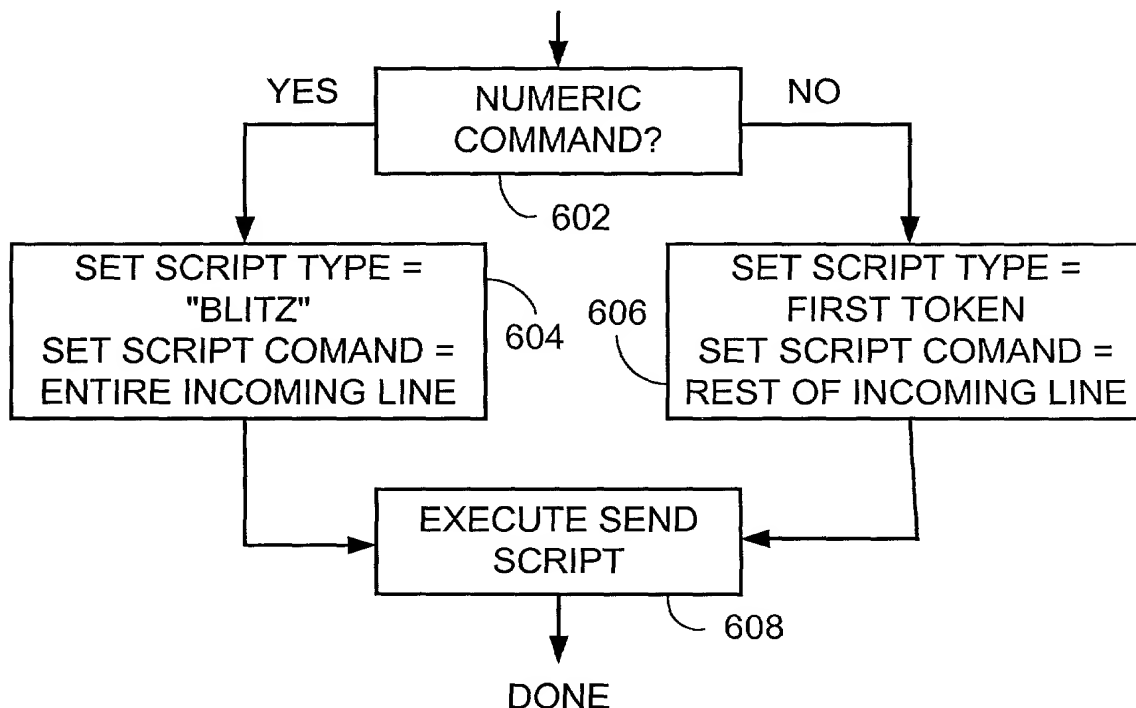


FIG 7 PRODUCER SYSTEM

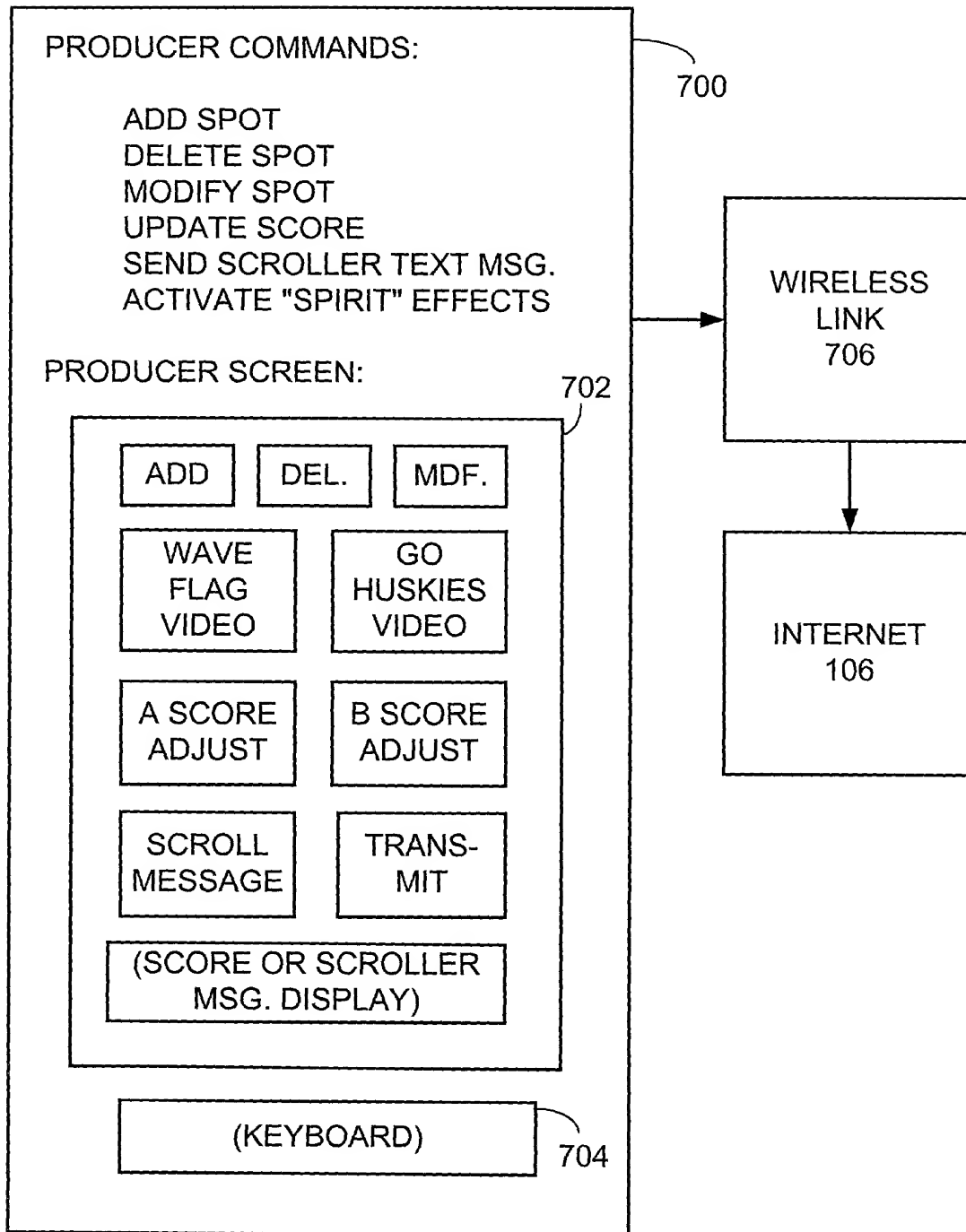


FIG. 8 TRAFFIC SYSTEM

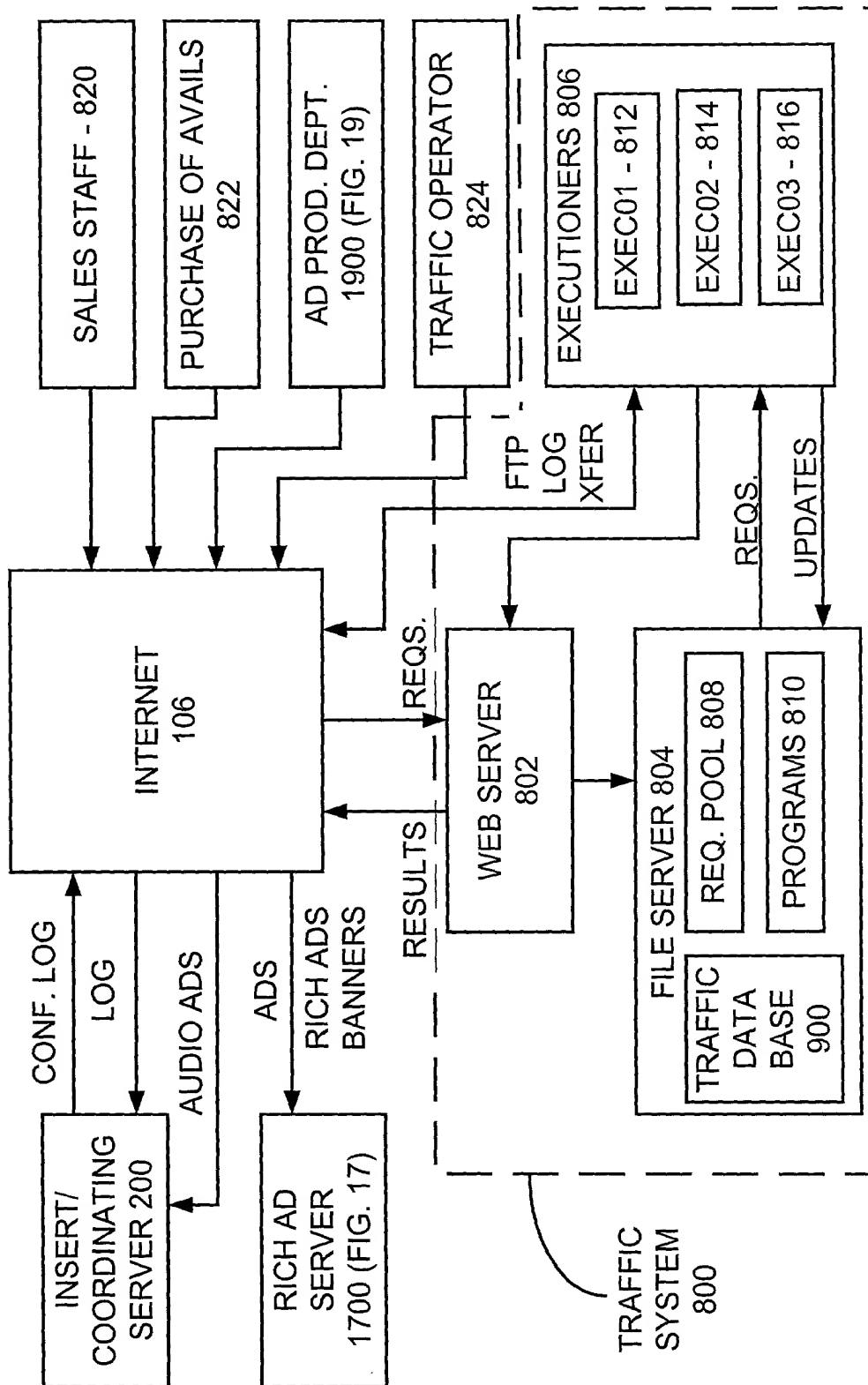


FIG. 9 TRAFFIC SYSTEM DATABASE 900

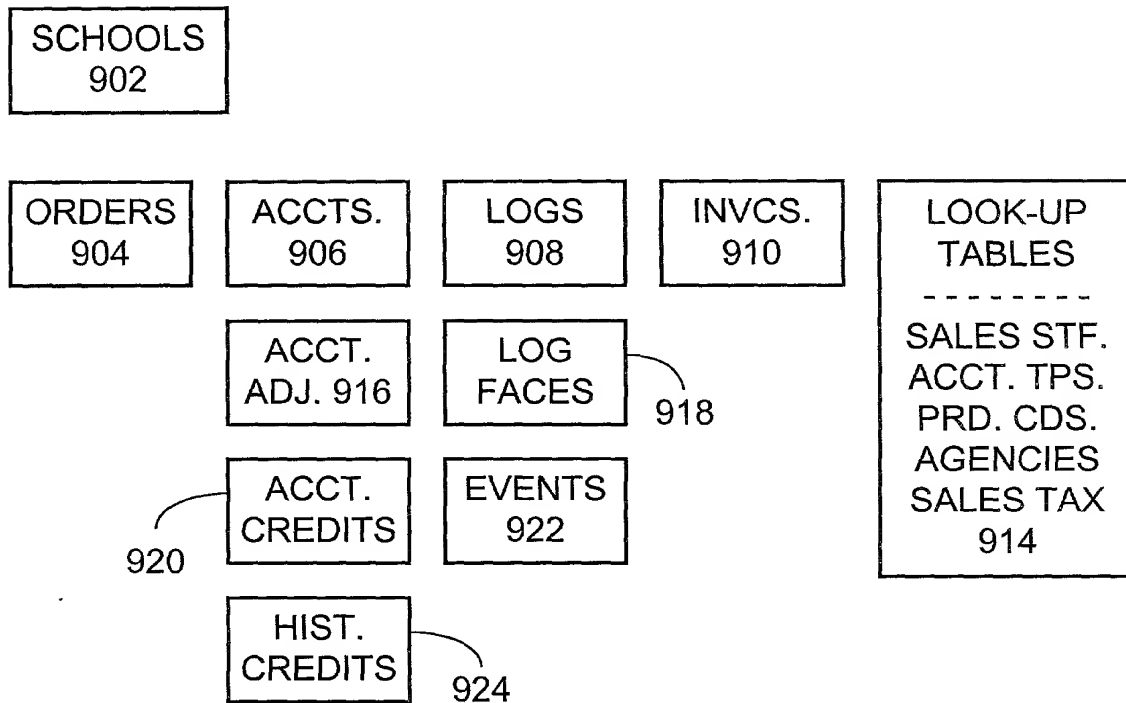


FIG. 10 TRAFFIC SYSTEM SETUP PROCEDURE

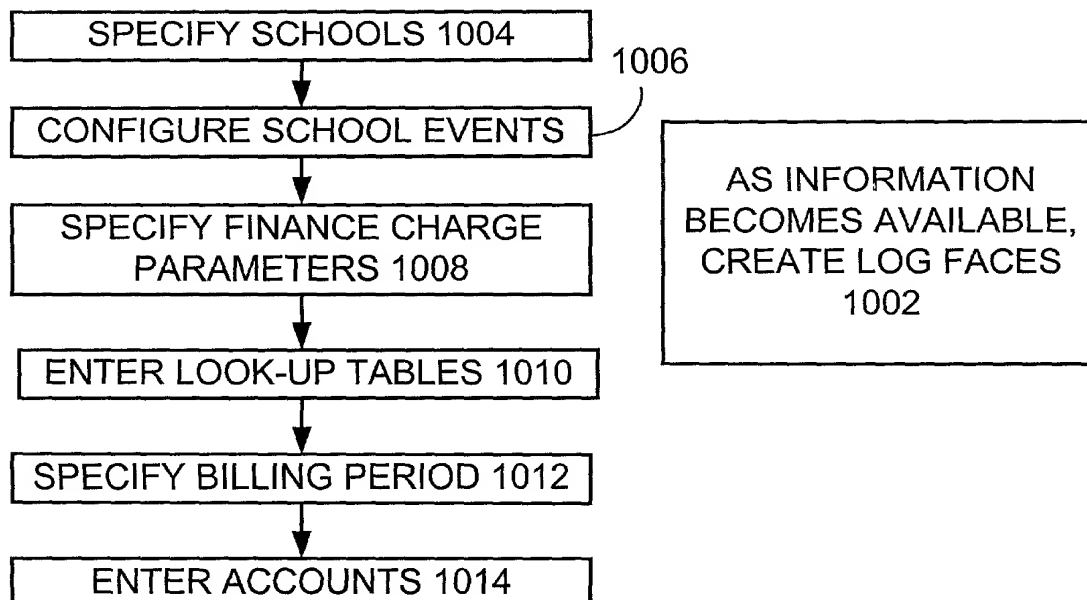


FIG. 11 VIEWING AVAILS

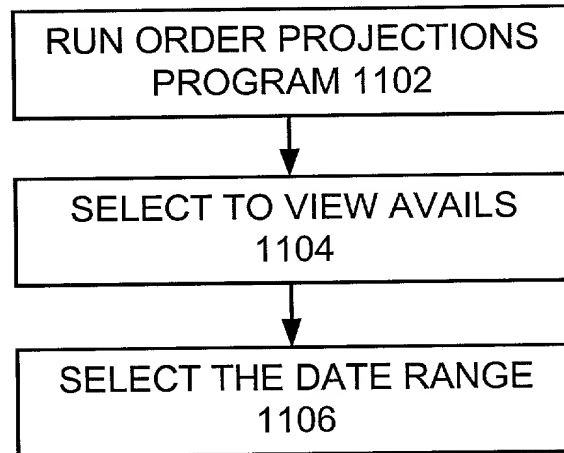


FIG. 12 ENTERING ORDERS

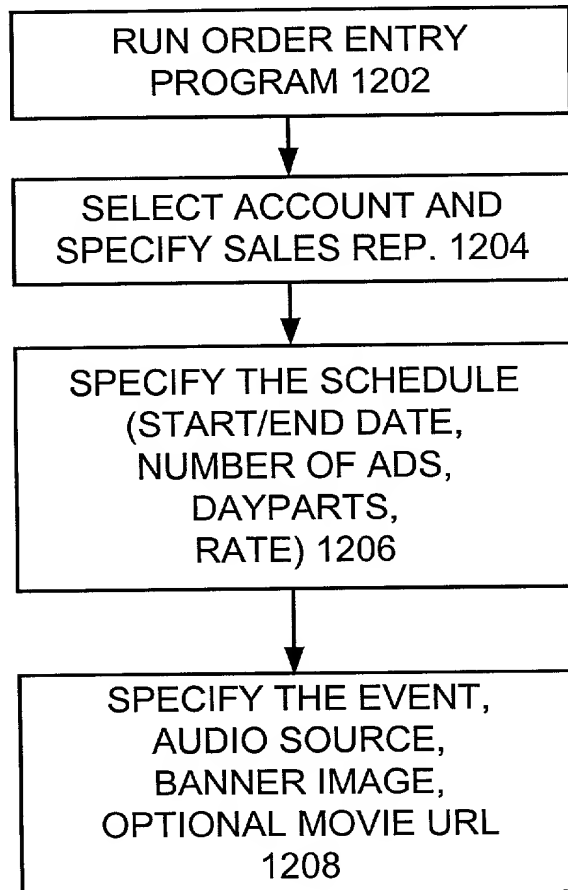


FIG. 13 GENERATING LOGS

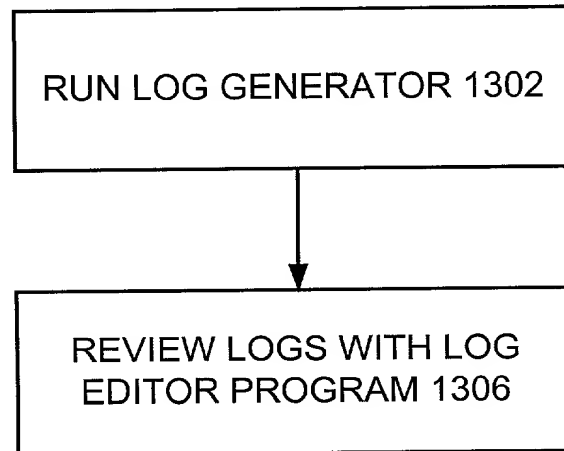


FIG. 14 VIEW CONFIRMED LOGS

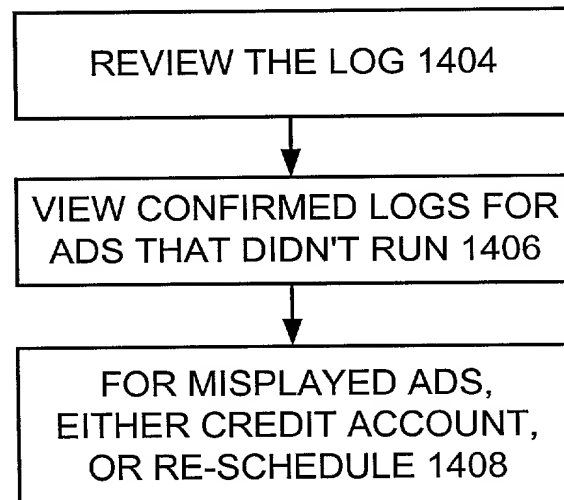


FIG. 15 GENERATING INVOICES

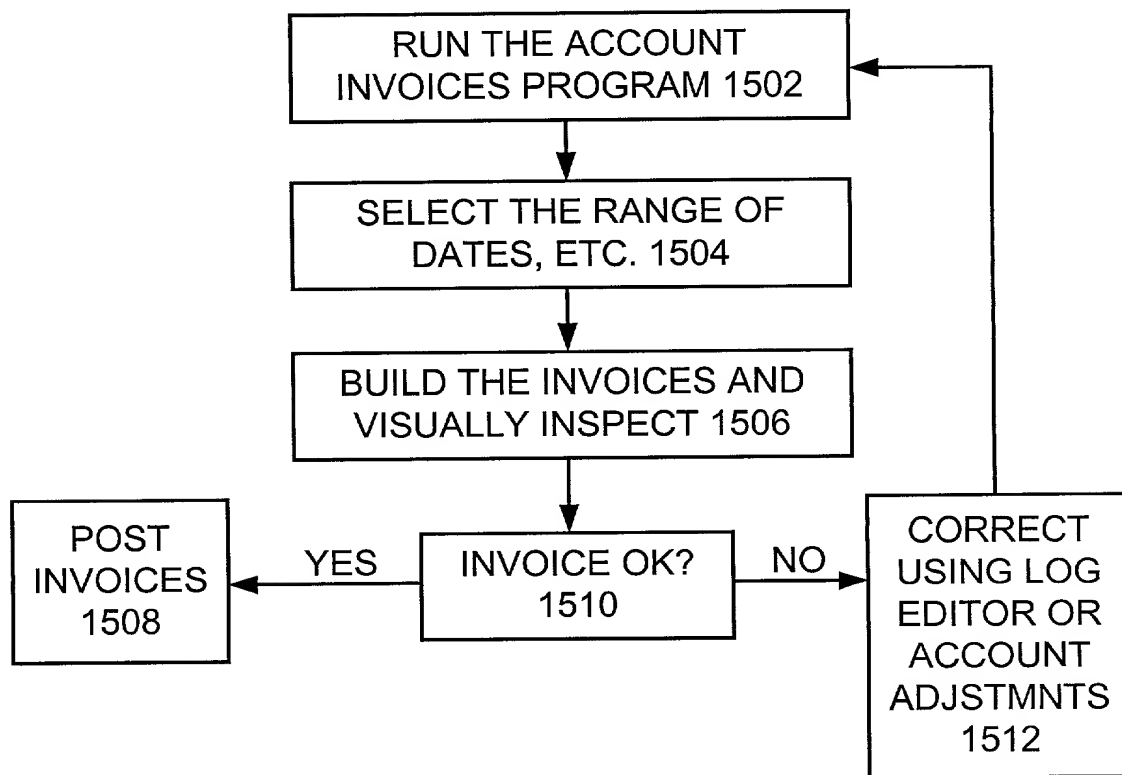


FIG. 16 PERFORMANCE REPORTS

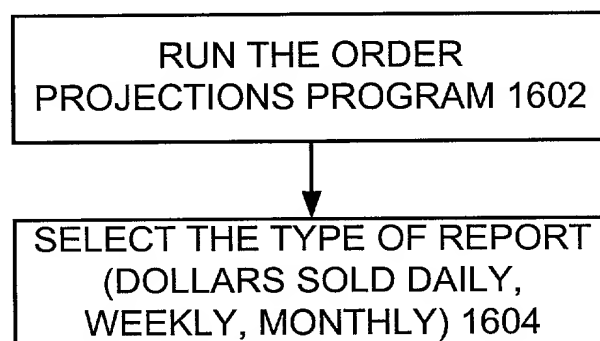


FIG. 17 RICH AD SERVER

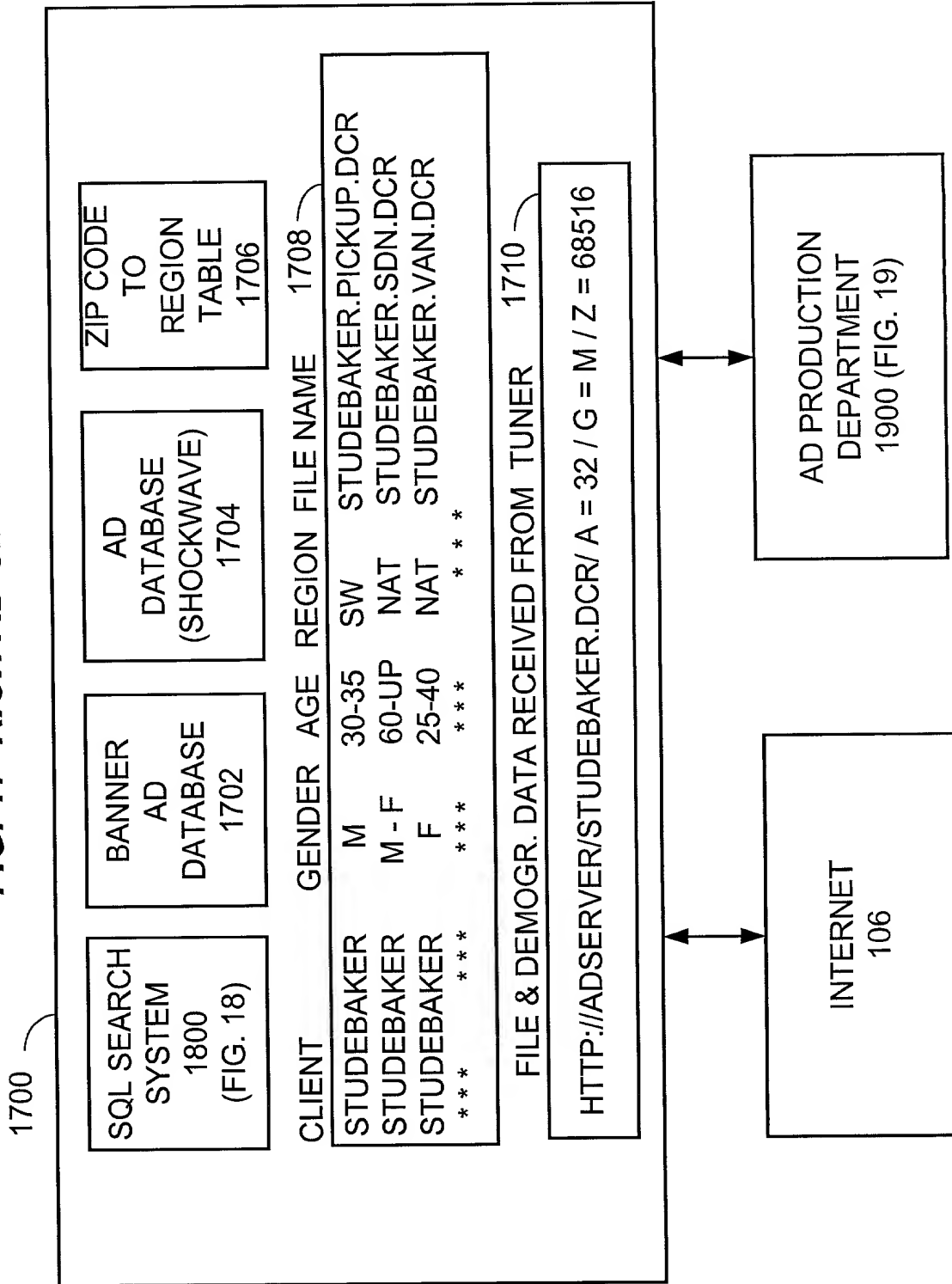


FIG. 18 RICH AD SEARCH SYSTEM 1800

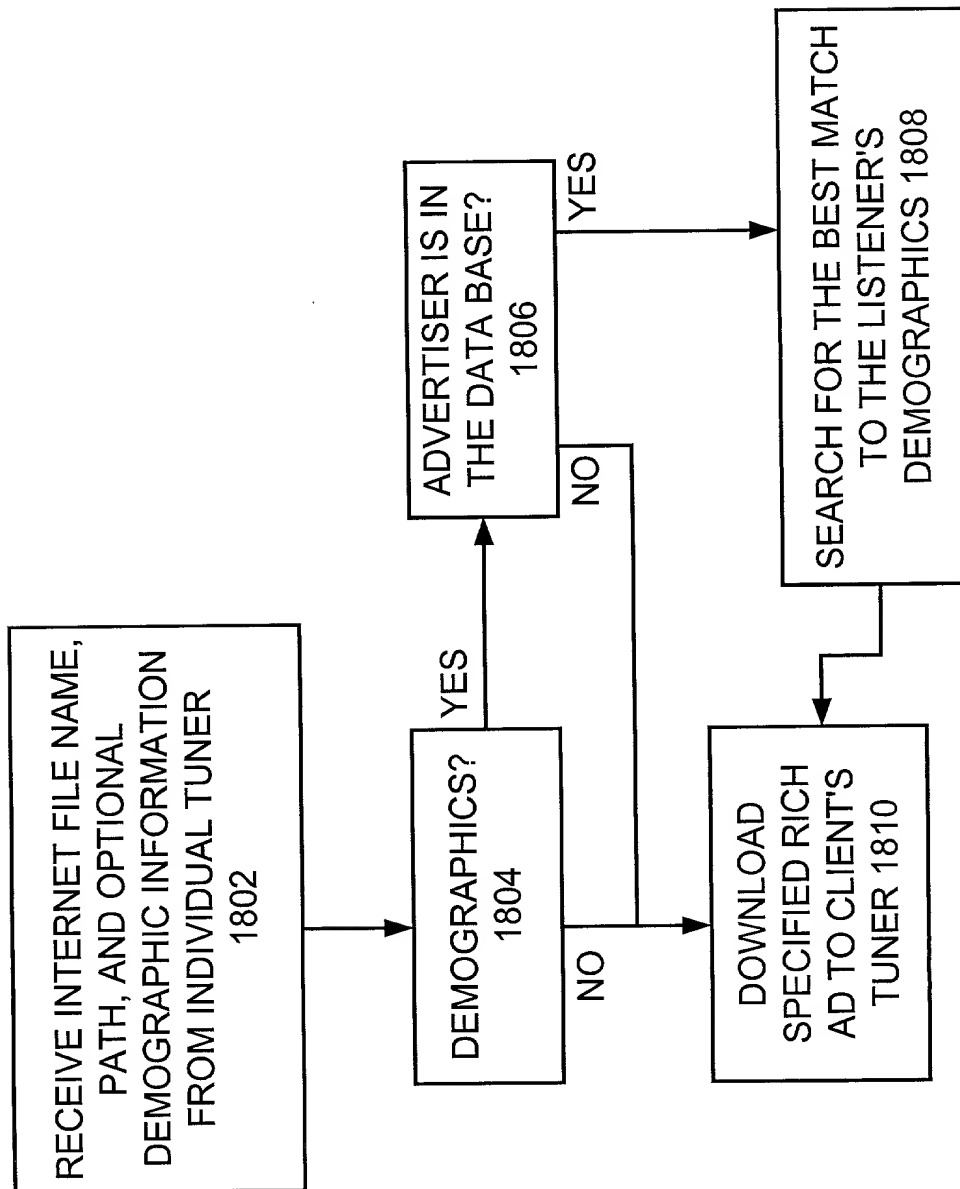
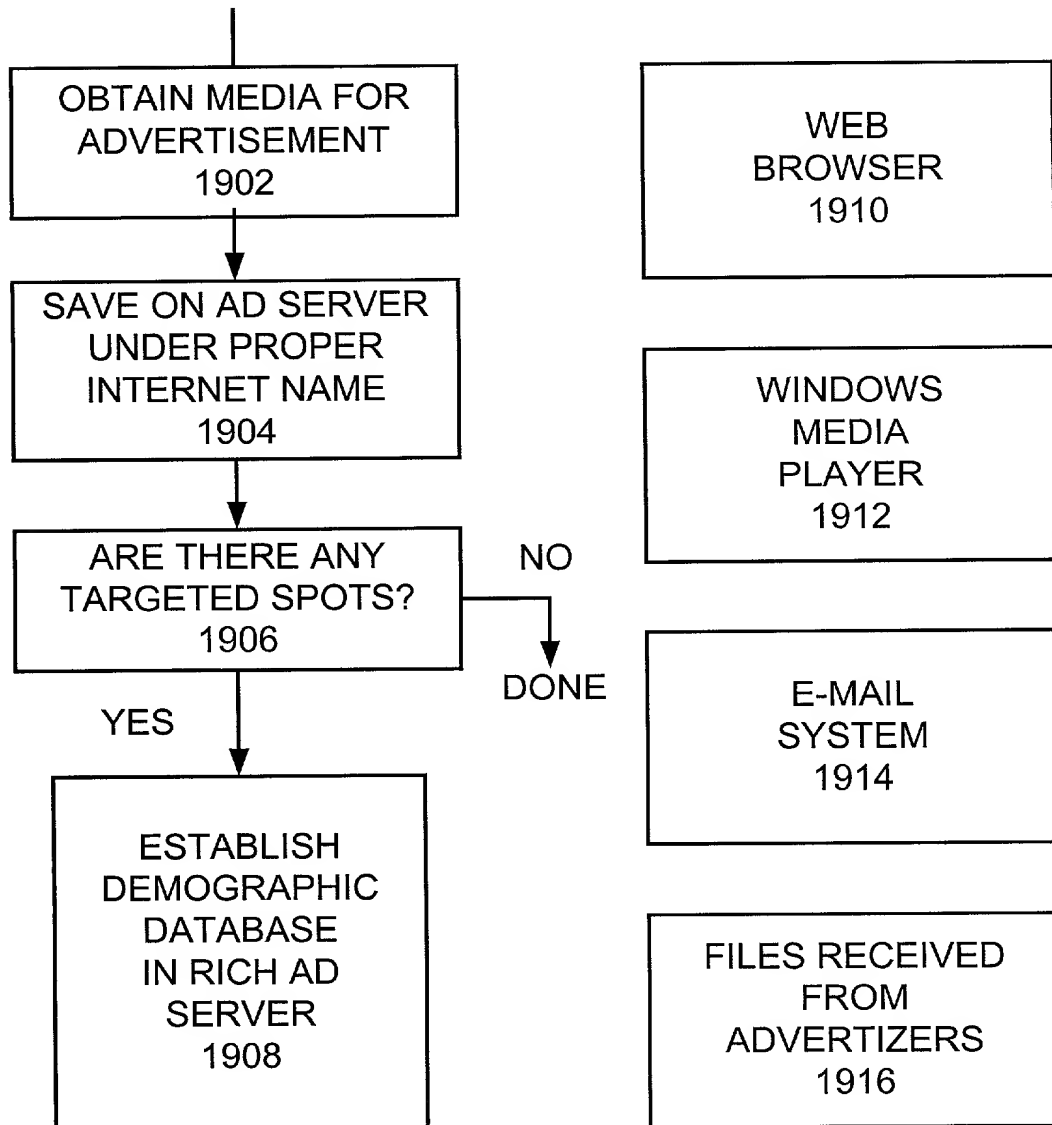


FIG. 19 AD PRODUCTION DEPT. 1900



[illegible]

**FIG. 21 TUNER STARTUP PROCEDURES 2000
(CONT.)**

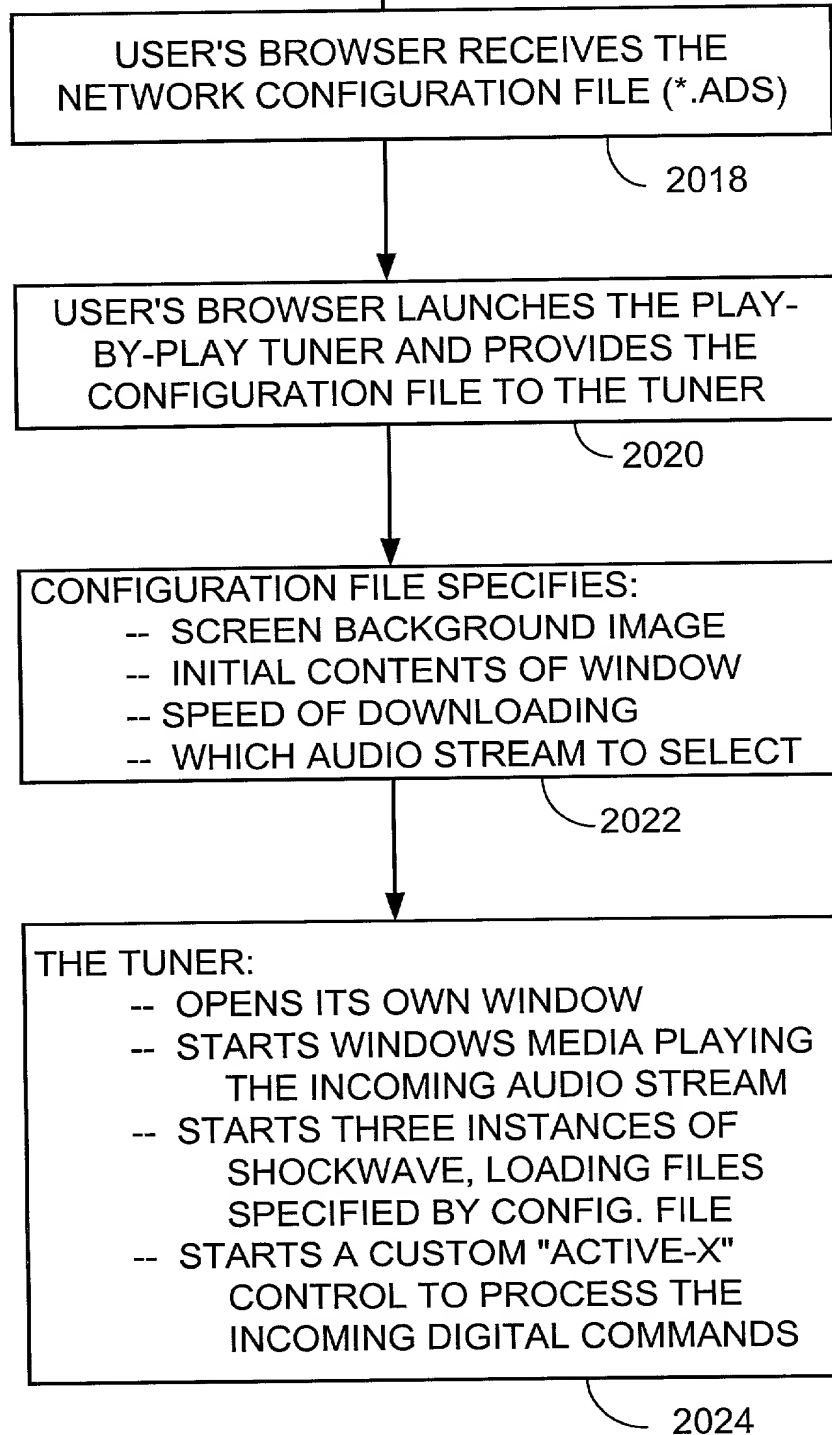


FIG. 22 TUNER OPERATION PROCEDURES 2200

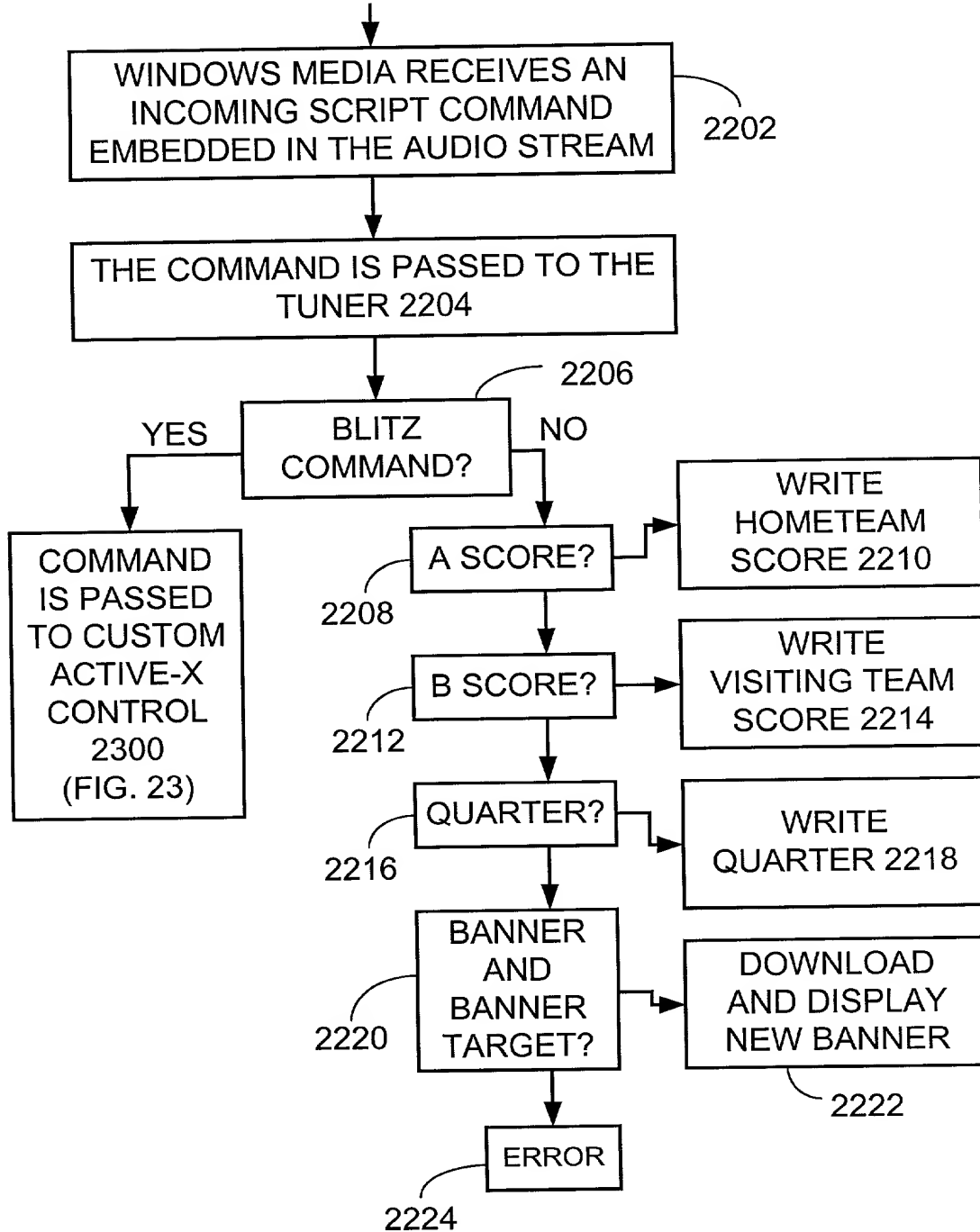


FIG. 23 TUNER ACTIVE-X CONTROL 2300

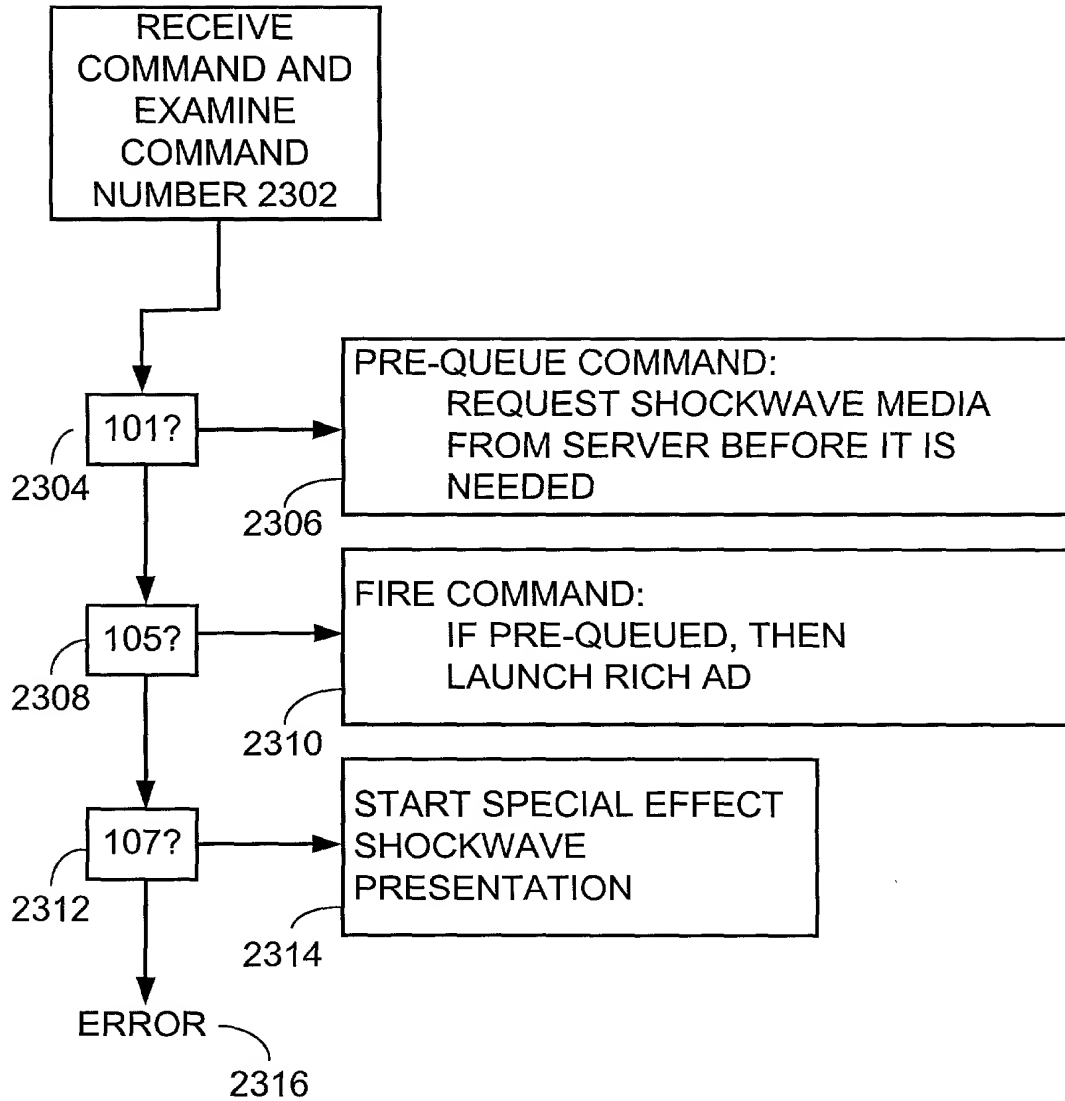


FIG. 24 THROTTLING DOWNLOADS 2400

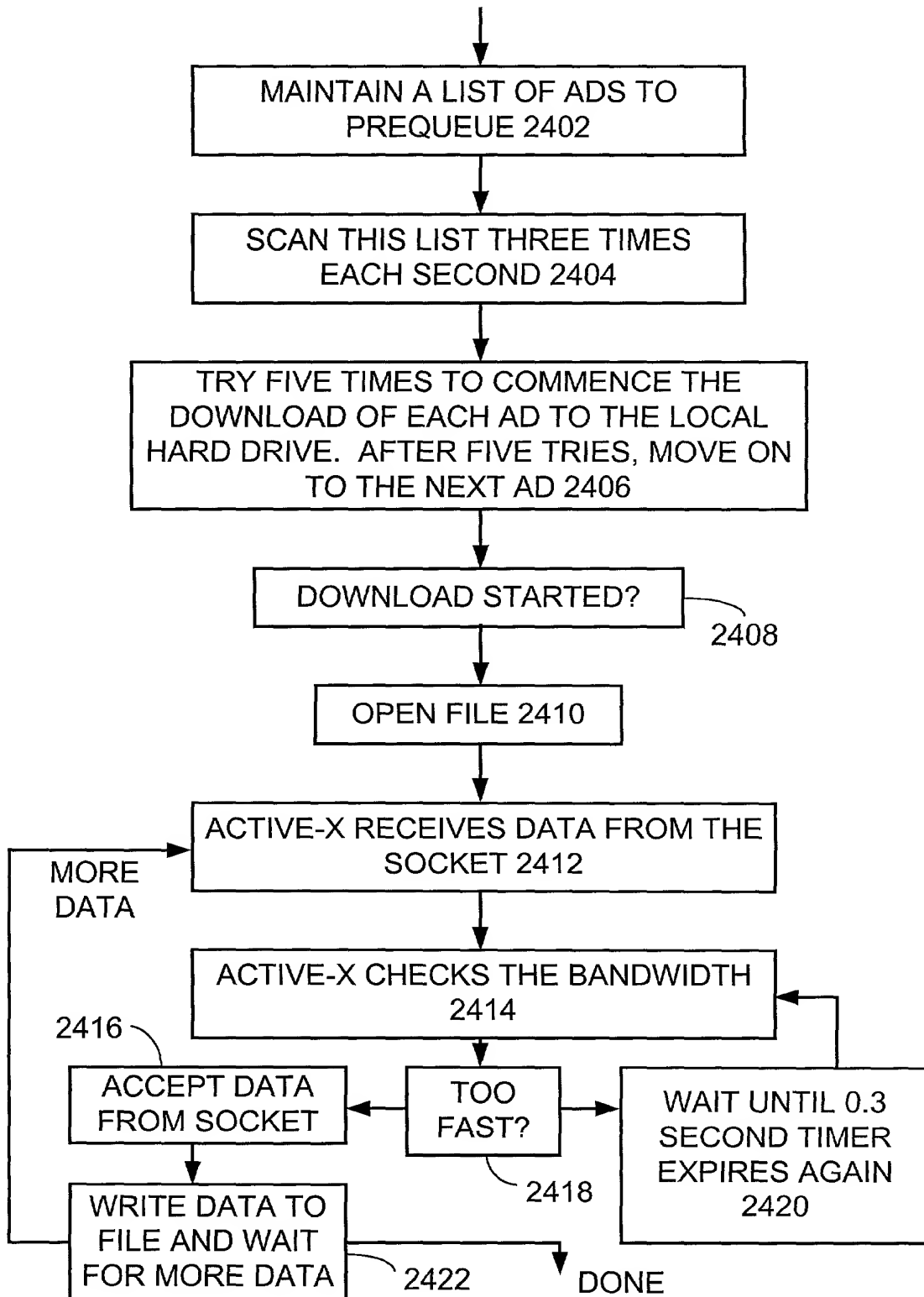


FIG. 25 ORDER ENTRY/EDIT SCREEN

2500

ORDER ENTRY/EDIT

ACCOUNT INFORMATION

SCHEDULE

SALES REP: START: END:
PRE-GAME QTY: RATE PER: \$
PXP QTY: RATE PER: \$
POST-GAME QTY: RATE PER: \$

CONTENT

EVENT:

AUDIO:

BANNER IMAGE URL:

BANNER LINK URL:

MOVIE URL:

LEN: MUTE? ☐

ALL FOOTBALL
BIG 12 FOOTBALL

NEBRASKA FOOTBALL
OKLAHOMA FOOTBALL
KANSAS STATE
FOOTBALL
NOTRE DAME FOOTBALL

FIG. 26 TUNER SCREEN -- COMPRESSED (TOOLBAR MODE)

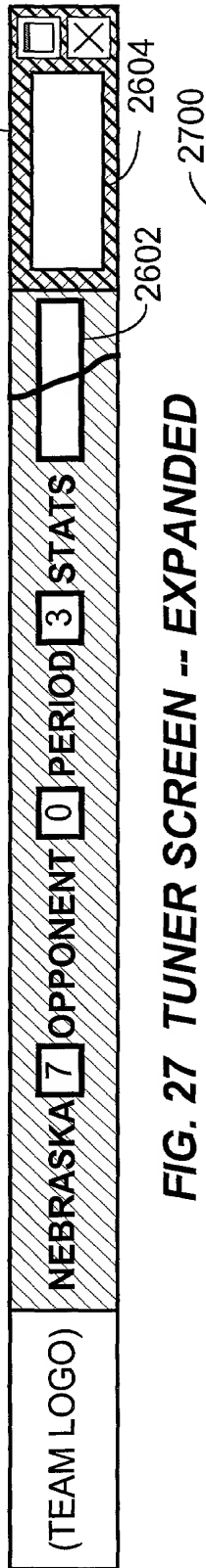


FIG. 27 TUNER SCREEN -- EXPANDED

